

# **CHAPTER I**

## **INTRODUCTION**

### **A. Background of Study**

Human beings social who cannot live alone but always interact with each other. For this purpose, human beings use language as a communication tool as well as a group identity. Human beings and languages are two inseparable entities. It cannot be imagined what would happen if human beings had no language. Basically, language is a social behavior used as a means of communication by involving at least two participants. There are variety of social factors that apply in communication, such as the situation, social status, education, age, and gender of communication participants who are influential in the use of language.

Indonesian society consists of various ethnics and cultures so that it has varieties of language used to communicate by members of the community. In relation to the language situation in Indonesia, the study of language is related to language in bilingual or multilingual societies. The linguistics situation of Indonesia is characterized by at least two languages, regional language as the mother tongue (the first of language) and Indonesian as the language national. Using foreign languages also color a language situation in Indonesia.

Human beings need language for interaction. According to Purnanto (2002: p. 16), there are some language variations, but between member of language community can interact and understand each other because they use linguistic forms that is nearly the same relative when speaking. Difference of language application by a certain social group is different with other group. There are two possibilities, first, between the two social groups still understand their different language. Second, they cannot understand. If actually the first happens, they are still on one speech community. If actually the second happens, they are on different speech community.

It's similar to use of language by people living in Central Java, such as the people who live in Sragen Region, especially in Sragen district. The community group in Sragen usually use Javanese for those who are familiar and also Indonesian for those who are not familiar. Here, it is seems that the needs of community in mastering Javanese is inevitable. If they only master Indonesian language, they will find difficult to communicate with people who can speak Javanese in order to establish intimacy. It makes Javanese language is still studied today. Even foreigners who settled on the island of Java, especially in East Java and Central Java, in addition they master in Indonesian, they also learn Javanese. Javanese is not only used in official events, but also used in markets and in public places.

With regard to language as a means of communication, the level of mastery in Javanese between a person and another are different because the language of Javanese every people are not same. Actually, they are learning and mastering Javanese language appropriately, through educational institutions by using the rules of language. Level of education, age, sex, and occupation become important factor influence language variation in community. Language used by teacher will be different from language used by laborer. It is because level of education and occupation. A teacher has more high level of education than a laborer. The purpose of communication is embodied sentence in the speech. From the sentences uttered by the speaker, we know what is talked and is wanted so that it can be understood by the speech partner, the partner speech will respond to the sentence of the speaker. For example, the sentence that needs answer and sentence who the speech partner does act.

Javanese language has speech levels. Speech levels become a code of conformity system of decency that includes vocabulary, syntactic rules, or morphology, and phonology. Javanese vocabulary based on the level of politeness is divided into *ngoko* (N), *madya* (M), *krama* (K), *krama inggil* (KI), dan *krama andhap* (KA). The vocabulary of N means impolite, the K

means polite, M means half of polite, KI and KA implies very high politeness (Poedjasoedarma in Markhamah, 2009: p. 127).

According to speech level in Javanese, in reality, we know on application word such as /*kowe*/, /*sampeyan*/, /*panjenengan*/. The application word of /*kowe*/ used in social situation when talked with younger age. Then, the word of /*sampeyan*/ is used in social situation with adults. The word of /*panjenengan*/ is used in social situation with old men. It shows different of language variation. Chaer and Agustina (1995, p. 81), classified four language variations : (1) language variation in terms of speaker, i.e idiolect, dialect, kronolect, and sociolect. Sociolect or social dialect is a language variation regarding status, group, and social class in speaker. In sociolinguistics, generally, this languages make variations, because language variations involve all of the personal problems in the speaker, such as age, education, sex, occupation, social level, and economy situation every person. (2) Language variation in terms of utilization, language variation regard with application and function is function dialect (functionlect), manner or register. Usually the variation is based on usage, style, or formality level and utilization. Language variation is based on utilization concerned to necessity a sector. For example, literature, journalism, military, agriculture, cruise, economy, trading, education, and science activities. (3) Language variation in terms of formality, casual variation is language variation that is used in informal situation to talk with family or friend at break time, exercise, recreation, bargaining transaction between buyer and seller, etc. The variety of *allegro form*, is shortened speech. When doing buying-selling in market, relax variation is used by buyers and sellers to do transaction. (4) Language variation in terms of facilities is language variation can be seen from lane used. In this case, there are oral and written variation. Actually, oral and written have structure that is not the same, because in oral or in present information orally have voice

tone, hand movement, shake of a head, and others. Usually, the commerce often uses oral language.

Bunder Market is the right place to state a heterogeneous situation. In the place, people from almost corner of Sragen city and center of Sragen city gather to conduct buying and selling transaction in large, medium and small scale. They come from different cultures so they use mixed languages. Occasionally they use Indonesian, then Javanese, a mixed language between Indonesian and Javanese, and so on.

This research focuses on language variation used in “Interaction between Buyer-Seller Transaction”. The main focus of this study is to analyze the language variation in transaction activity. The aim of this research is to help the readers in understanding the language variation that used by buyer-seller in market.

The following are the examples of language variation and factors used in “Interaction between Buyer-Seller Transaction”:

1. Language variation in terms of speaker.

Buying-selling at Bunder Market Sragen uses sociolect because buyer and seller have different age and social economy status. The example of datum is as follows:

Dialogue I. BUYING A YOUNG JACKFRUIT

Buyer : Mrs. Sri Sarsiki (73 years)

Seller : Mrs. Sularsih (55 years)

Mrs. Sri Sarsiki	: <i>larangmen. Limaweh, entuk ora?</i> ‘It’s so expensive. How about five thousand?’	} NGOKO
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Mrs. Sularsih	: <i>mboten ang sali bu. Lima sing niki bu. (menunjuk ke buah yang kecil).</i>	} KRAMA
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‘It couldn’t, Madam. This is  
five thousand, Madam.  
(She points a small fruit)’

**(The variation of language used Ngoko and Krama.)**

In this case, it is called as language variation, because the buyer (73 years) older than the seller (55 years) so the buyer uses “*Ngoko*” speech to the seller, and the seller uses “*Krama*” speech to the buyer. The sentence “*mboten angsal*” said by seller to buyer means a young person (the seller) respects an old man (the buyer). The seller uses the speech level “*krama*”. The factor influences the use of “*Bu*” (Mom) by the seller, because there is factor of age.

**Dialogue II. A HOUSEWIFE BOUGHT A BROCOLLI**

Seller	: Mrs. Suparni	(68 years)
Buyer	: Mrs. Wina	(39 years)

Mrs. Wina	: <i>Pinten sepalih kilo, Bu?</i> ‘What is the price of half-kilo, Mom?’
Mrs. Suparni	: <i>Yo, sewelas ewu.</i> ‘Yes, it is eleven thousand’

**(The variation of language used Krama and Ngoko.)**

In this dialogue II, it is called as language variation, because the buyer (39 years) is younger than the seller (68 years) so the buyer uses “*Krama*” speech to the seller, and the seller uses “*Ngoko*” speech to the buyer. Founded sentence “*Pinten*” (How much), “*Sepalih*” (A half) that said buyer to seller. So, the sentence is a young person (the buyer) respects an old man (the seller). The buyer is using the speech level “*krama*”. The factor influence the buyer called the seller used “*Bu*” (Mom) is age factor.

**2. Language Variation in terms of utilization.**

In Bunder Market, language variation in term of utilization is used in bargaining, the example of the datum is as follows:

**Dialogue III. BUYING A YOUNG WOMAN BOUGHT A CORN**

Buyer	: Miss Nur	(23 years)
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Seller : Mr. Ranto (51 years)

Miss Nur : *jagunge pintenan?*  
 ‘How much this is *corn?*’

Mr. Ranto : *tigang ewu niku, mbak.*  
 ‘It’s three thousand, Sist’

In this dialogue, the language variation is used the buyer to the seller, there are found word “*Jagung*” (Corn) and “*Pinten*” (How much) that is used in bargaining. The factor influence seller called the buyer is guide “*Mbak*” (Sister).

### 3. Language variation in terms of formality.

Casual variation is one of language variations of formality. In Bunder market Sragen, casual variation is used in buying-selling by sellers and buyers. The example of the datum is as follows:

#### Dialogue BUYING A YOUNG JACKFRUIT

Buyer : Mrs. Sri Sarsiki (73 years)

Seller : Mrs. Sularsih (55 years)

Mrs. Sri Sarsiki : *iki piro, Bu?*  
 ‘How much is this, Mom?’

Mrs. Sularsih : *nopo neh?*  
 ‘What do you need other?’

Mrs. Sri Sarsiki : *separo wae aku kok, kokean aku kok.*  
 ‘Only half, it’s too much for me’

Mrs. Sularsih : *wolu ewu.*  
 ‘It’s eight thousand’.

Mrs. Sri Sarsiki : *piro?*  
 ‘How much?’

Mrs. Sularsih : *wolu ewu.*  
 ‘It’s eight thousand’.

Mrs. Sri Sarsiki : *wolu ewu?*  
 ‘Is it eight thousand?’

Mrs. Sularsih : *nggih.*  
 ‘That’s right’.

The dialogues have language variations used buyer and seller, such as the “*iki*” (This), “*piro*” (How much), “*nopo*” (*menopo*) (What), “*neh*” (*maneh*) (Again), “*nggih*” (Yes). The vocabulary is *allegro* form or shortened word which is done by buyer and seller in Pasar Bunder Sragen. It

was happened because of relation the buyer and the seller who have been often doing buying and selling transaction. The factors influencing buyer called the seller with saying “*Bu*” (Mom), because factor of age which has become habit to respect a fellow women.

#### 4. Language variation in terms of facilities.

In Bunder market Sragen, facilities can be seen in lane used. Often, it is used in oral, it has conversation between buyer and seller. The buyer and seller dialogue was proven by researcher through observation have been done at Bunder market Sragen. In the observation, the buyer and the seller did transaction oral in voice or body movement.

The social interaction exists because of speaking activities in community. Speaking activity supported by determinant factor. Language lives because of social. There are written language, it is not dynamic like oral. Oral language lives on interaction social (Pateda, 1987: p.11). Without interaction social, language will die because it's not speaking activity in community.

Individual on community like rural community also urban community cannot live alone without help from other, like Wijana and Rohmadi said:

*“Sosiolinguistik sebagai cabang linguistik memandang atau menempatkan kedudukan bahasa dalam hubungannya dengan pemakai bahasa dalam hubungannya dengan pemakai bahasa di dalam masyarakat, karena dalam kehidupan bermasyarakat manusia tidak lagi sebagai individu, akan tetapi sebagai masyarakat sosial” (Wijana dan Rohmadi, 2010: 7).*

Based on the quote above, it can be explained that is social human beings need helping from other. People need interaction with other people in daily activities. For example, we need rice. The rice produced by farmer. If there are not farmer, the people can not eat rice. Media to interaction and communication is language. As a social society, human beings are

interaction with other. Social interaction makes a people understand other language and gives language variation in society life.

Considering the phenomena, the writer intends to conduct the research by analyzing the language variation in “The Dialogue Interaction of Buyer-Seller” and writing it down as a study entitled “Language Variation Found in the Interaction between Buyer-Seller Transaction in Bunder Market Sragen.”

### **A. Limitation of the Study**

The writer focuses on the language variation occurred in “The Dialogue Interaction of Buyer-Seller Transaction”, an adaptation on bargaining buyer-seller. The data sources were taken from the conversation in the bargaining between buyer and seller. The data analysis uses Abdul Chaer’s theory of language variation. The limitation is done in order the purposes of this research can be achieved and get best result.

### **B. Problem Statement**

Based on the background of study, the formulation of this research problem as follows :

1. What types of the language variations between buyer-seller transaction at Bunder Market Sragen?
2. What are the factors influence language variations between buyer-seller transaction at Bunder Market Sragen?

### **B. Objectives of Study**

According to the research problems, this study aims:

1. To identify the types of language variations between buyer-seller transaction at Bunder Market Sragen.
2. To describe the factors influencing language variations between buyer-seller at Bunder Market Sragen.



### **C. Benefit of Study**

This research is expected to provide both theoretical and practical benefits in general linguistic and sociolinguistic developments in particular.

#### **1. Theoretical Benefit**

- a. This study can complete the theory of the study conducted by other researchers before.
- b. This research can be used to understand about language variation, especially to know language variation in the transaction between buyer-seller at Bunder Market Sragen.

#### **2. Practical Benefit**

- a. This study can be a reference for lecturer and students to the next research.
- b. The writer hopes the findings will be benefit to the lecturer to enrich the knowledge about theory of language variation in conversation between buyer-seller transactions.
- c. For readers, this research can enrich their knowledge about kinds of language variation in conversation between buyer-seller transactions.

### **D. Research Paper Organization**

The researcher divides this research into five chapters. Chapter I consists of background of the study, limitation of the study, problem statements, objectives of the study, benefits of the study, and the last part research paper organization.

Chapter II is underlying theory with previous study, notion of Sociolinguistics, notion of language variations, kinds of language variation.

Chapter III is research method with type and object research, data and data source, technique collecting data, data validity and method of analyzing data.

Chapter IV is research finding and discussion. The writer divides this chapter into two parts, the language variation found in the interaction script between buyer-seller transaction in Bunder Market Sragen, the factors

influence language variation in the interaction between buyer-seller at Bunder market Sragen.

Chapter V explains conclusion and suggestion.